

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WRAL-TV; Raleigh NC	<b>Date:</b> 9/19/12
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

<b>Total Charges:</b> \$ 16,500 g / \$14025 net
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This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/18/12 Steph Mury  
Date Signature

703-299-1760  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected

Dave Zylus Dave Lyles Sales Manager  
Signature Printed Name Title

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<b>Contract / Revision</b> 118008 /		<b>Alt Order #</b> 06321624
<b>Product</b> AMERICAN CSRDS 9/19		
<b>Contract Dates</b> 09/19/12 - 09/27/12		<b>Estimate #</b> 1017
<b>Advertiser</b> American Crossroads		<b>Original Date / Revision</b> 09/18/12 / 09/19/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WRAL	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel
<b>Special Handling</b> CIA - Mark PAID		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 11	<b>Product Code</b> 27
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Crossroads Media LLC**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	09/21/12	09/21/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$500.00			
N 2	WRAL	09/20/12	09/20/12	Thu Hour 3	10-11p		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$5,500.00			
N 3	WRAL	09/20/12	09/27/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$500.00			
Week:		09/24/12	09/30/12	---1---				1	\$500.00			
N 4	WRAL	09/25/12	09/25/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$500.00			
N 5	WRAL	09/25/12	09/25/12	Tue Hour 2	9-10p		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$8,000.00			
N 6	WRAL	09/19/12	09/26/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----				0	\$0.00			
Week:		09/24/12	09/30/12	--1----				1	\$500.00			
N 7	WRAL	09/19/12	09/26/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$500.00			
Week:		09/24/12	09/30/12	-----				0	\$0.00			
<b>Totals</b>											<b>8</b>	<b>\$16,500.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	8	\$16,500.00	\$14,025.00
<b>Totals</b>	<b>8</b>	<b>\$16,500.00</b>	<b>\$14,025.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

Contract / Revision	Alt Order #
118008 /	06321624

Contract Dates	Product	Estimate #
09/19/12 - 09/27/12	AMERICAN CSRDS 9/19/12	1017

Advertiser	Original Date / Revision
American Crossroads	09/18/12 / 09/19/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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